



A message from the Washington State Attorney General's Office, Consumer Protection Division

February 2005

Anyone Can Ride an ES-U-VEE

On January 31, the Offices of Attorney General and Consumer Protection Agencies of all 50 states, the District of Columbia, Puerto Rico and the U.S. Virgin Islands launched a \$27 million dollar ad campaign to promote sport utility vehicle (SUV) safety throughout the nation by introducing a new mascot ESUVEE.

SUVs as a group are typically bigger, higher and heavier than cars. SUVs may provide good visibility by being higher off the road and a driver having more bulk around him/her in an SUV may have more of a sense of security in an SUV when compared to a standard passenger vehicle. However, the high center of gravity in an SUV makes it top-heavy, leading to a greater risk of rollover when compared to passenger cars. SUVs vehicles have a significantly higher rollover rate than other types of vehicles. Rollovers are more likely to result in fatalities than other types of crashes.

Not Everyone Rides 'em Right!

- The number of fatal SUV rollovers has more than doubled since 1991.
- Drivers of rollover vehicles tend to be males, under 40 years old, driving on two-way roads without dividing barriers.
- Speed is an important factor in fatal rollovers with most crashed occurring on roads where speed limits are 55 miles an hour or greater.
- Nearly three-fourths of occupants killed in rollover crashes were not using restraints and slightly less than two-thirds of them were completely ejected from the vehicle.

Master the Beast!

The goal of the ESUVEE safety campaign is to reduce the number of rollover accidents and deaths by educating consumers. It is important to appreciate the unique characteristics and limitations of your SUV so you can understand how it handles and how to load and maintain it.

- SUVs handle like trucks, not cars.
- Slow down and avoid abrupt maneuvers.
- Do not overload your SUV.
- Load within weight limits not by available cargo space.
- Maintain proper tire pressure.
- Wear your seatbelt.
- Read and heed your owner's manual.

For more information visit www.esuvee.com.